

ABSTRACT OF THE DISCLOSURE

[066] A system including a search engine, an advertiser server, and a user computer. The search engine server has a first computer-readable medium containing information for a search provider's web page. The advertiser server is coupled to the search engine server and has a second computer-readable medium containing information for an advertiser's web page. The user computer is coupled to the search engine and the advertiser's server, and the user computer having a monitor that is configured to display web pages. The search provider's web page, when displayed on the monitor, includes ads with each ad including a link to an advertiser's web page. An advertiser is an entity whose ad is displayed on the search provider's web page. A position of each ad on the search provider's web page is dependent upon whether the search provider is due payment from the advertiser.